

## ORDER



Orders	Order / Rev:	685396
	Alt Order #:	06154607
	Product Desc:	CROSSROADS GPS
	Estimate:	548
	Flight Dates:	05/24/12 - 05/31/12
	Original Date / Rev:	05/22/12 / 05/22/12
	Order Type:	Political

	<b>WUSA</b>
<b>Primary AE:</b>	<b>Aaron Ashe</b>
<b>Sales Office:</b>	<b>T-WAS</b>
<b>Sales Region:</b>	<b>NAT</b>

<b>Agency</b>	<b>Name:</b>	<b>Crossroads Media/ POL</b>
	<b>Buying Contact:</b>	
	<b>Billing Contact:</b>	
		<b>88 Canal Center Plaza Suite 555</b>
		<b>Alexandria, VA 22314</b>

<b>Billing Type:</b>	<b>Cash</b>
<b>Billing Calendar:</b>	<b>Broadcast</b>
<b>Billing Cycle:</b>	<b>EOM/EOC</b>
<b>Agency Commission:</b>	<b>15%</b>

<b>Advertiser</b>	<b>Name:</b>	<b>Crossroads GPS</b>
	<b>Demographic:</b>	<b>A35+</b>
	<b>Product Codes:</b>	<b>IS-Issue/Ballot,IS-Issue/Non</b>
	<b>Priority:</b>	<b>P-5</b>
	<b>Revenue Codes:</b>	<b>AGY, GEN, POL</b>

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/12	05/27/12	3	\$6,600.00	\$5,610.00
05/28/12	05/31/12	5	\$9,200.00	\$7,820.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	3	\$6,600.00	\$5,610.00	7.20
June 2012	5	\$9,200.00	\$7,820.00	11.00
<b>Totals</b>	<b>8</b>	<b>\$15,800.00</b>	<b>\$13,430.00</b>	<b>18.20</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$15,800.00
Market	100%	\$83,157.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$19,957.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$29,105.26
WTTG	22%	\$18,294.74
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	05/25/12	05/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ----F--	1:00	1	\$4,000.00	P-2	3.40	NM	1	\$4,000.00
<b>9 NEWS NOW @ 11PM</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--		1		\$4,000.00			3.40			
E 2	WUSA	05/28/12	05/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P M-----	1:00	1	\$1,200.00	P-3	2.30	NM	1	\$1,200.00

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**Estimate: 548**

<b>Totals</b>	<b>8</b>	<b>\$15,800.00</b>
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REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP MAY22/12 10.39

REP HEADLINE# 6154607

NEW  
ADD \*\*\* ORIGINAL REV#0 \*\*\*

**DELETE**

## ORDER

LINE/S

PARTIAL LINE/S

AGENCY - 66 CANAL CENTER PLAZA, SUITE 555  
ADDRESS ALEXANDRIA, VA 22314

START DATE-MAY24/12	END DATE-MAY31/12	WK-2
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REP: TO: LANCE  
FR: HILARY  
\*\*NEW ORDER\*\*  
TTLS: 15800  
PLS CFM, THX! 5/22

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

## CROSSROADS GPS

BS	REP	BEGIN	END	PTRN	LNTH	BEGIN	END	CLS	SEC	PLAN	SPT	RATE	STATION	CD	SPOT
LN#	LN#	TIME	TIME			DATE	DATE			PRICE	/WK	18/	CD	SC#	/LIN
								13/	14/	16/					

DATE	TIME	LOCATION	WIND	WAVE	SEA	TEMP	WIND	WAVE	SEA	TEMP
1	1100P-1135P	60 05/25 05/25	1	\$4,000.00	1	\$4,000.00	1	\$4,000.00	1	\$4,000.00

PROGRAM : 9 NEWS NOW @ 11PM  
RA35+ : 3.4  
CON COM1: 9 NEWS NOW @ 11PM

